MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

LEG 0035 – ESSENTIALS OF ENGLISH GRAMMAR 3

10 MARCH 2017
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **7** printed pages with **2** sections only.
2. Answer **ALL** questions in **Sections A and B**.
3. Write **ALL** your answers for all sections in the answer booklet.

SECTION A: WORD ASSOCIATION & SPELLING [30 MARKS]

Question I (10 marks)
Instruction: Choose the correct homophones.

1. You need to (knead , kneed) clay until it softens. It is still too soft to form a mould.
2. The new 757 airbus will have a wider cabin, allowing for wider seats and (isle , aisle).
3. An infrared (sensor , censor) is designed to detect movements triggered by unauthorized vehicles.
4. The music in the background was (feint , faint) and hardly perceptible.
5. The setting sun (caste , cast) an orange glow over the mountains.
6. It is shocking to see how 3 year-old Miranda Hansley use Google search engine to search for her favourite cartoon. She looked as if nothing could (phase , faze) her.
7. Reception is at the (main , mane) building.
8. Observers on a hillside watched in horror as a group of fishermen with their wives and children tried to (flee , flea) from the tsunami.
9. Commuters could be offered cheaper early morning (fair , fare) in an attempt to ease congestion on Berlin's transport network.
10. Concern for the environment is at the (caw , core) of our policies.

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Question II(10 marks)

Instruction : Complete the sentences by choosing the root word from the box. Use PREFIX or SUFFIX to form the correct form of the word.

fear	even	sweet	trace	youth
hibernate	treat	view	obey	dark

1. The Special Ops of Armed Forces have been trained to be _____ and genetically engineered to kill .
2. The road to Helvetica continued to climb at a seemingly impossible height, more rugged now with _____ path and jagged rocks.
3. To _____ the deal, Mr Hendricks agreed to donate some of his older computers to the school library.
4. We might have to _____ the route that we took to get here because I think we have lost our way.
5. Despite his urgency, Mr. Smith was immaculately dressed, his silvered hair clashing with features rendered _____ by multiple advanced cosmetic surgeries.
6. Please do not _____ the rules that we have set for you. It is for your own good.
7. They are species which form no nest or burrow, but many will construct a tunnel in the soil during winter for _____ and close it up and will only open during springtime.
8. I can't trust men who _____ women and do not appreciate their sacrifices.
9. One night, the burglar broke into their mansion, robbed them off with everything that they have and disappeared into the _____.
10. We won tickets to a special _____ of Brad Pitt's new film from a local television station.

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Question III (10 marks)

Instructions: The following extract contains 10 spelling errors. Identify and correct the spelling errors as shown in the example.

Example:

No.	Line	Spelling error	Correction
0	2	reffers	refers

The Competitive Effects of the Sharing Economy: How is Uber Changing Taxis?

The "Sharing Economy" and Ride-Sharing Services, the so-called "sharing economy" generally **reffers** to the phenomenon of turning unused or under-used assets owned by individuals into productive resources. For example, homes and cars represent significant investments, but are underused relative to their potential. Homes are empty much of the day or have empty rooms even when occupied by owners. Airbnb makes it possible to rent those spaces. Cars mostly sit parked while their value depresiates. Uber, Lyft, and others make it possible for anyone to use their cars to offer taxi-like services. Unemployed and underemployed people, too, represent wasted productive assets. TaskRabbit and Mechanical Turk allow anyone to offer a host of particular services. The sharing economy generates value by matching these assets with consumers willing to pay for the services those assets could provide. Those services, of course, have existed for ages; hotels provide short-term accomodations, taxis provide flexible transportation for anyone, and temp services provide jobs on short notice. The genius of the sharing economy, however, was to harness new technologies such as smartphones, GPS, payment systems, identification, feedback mechanisms in order to allow almost anyone with the right assets to make those services available outside of the formal hotel and taxi industry. In other words, new technological advancment significantly reduces the transaction costs of matching under-used assets to those willing to pay to employ those assets. These new services are becoming ubiqitous. In a February 2015 survey, Pricewaterhouse Coopers (2015) found that 19 percent of US adults had "engaged in a sharing economy transaction."

Ride-sharing services turn vehicles that would otherwise sit unused into on-demand taxis. A customer has a smartphone app that allows him to indicate he needs a pickup, and drivers on the other side of the platform respond to the request. The app already has the consumer's payment information and a GPS device tracks the trip distance so the rider can enter and exit the car while payment is charged automaticaly to his credit card. Neither the rider nor the driver deal with payments. The ride-share company takes a percentage of the fare, and the rest goes to the driver. Lyft, Sidecar, and Uber are the most prominent ride-sharing services, with Uber by far the largest of those. Uber was launched in 2009, and by mid-2014 had eight million users and 160,000 drivers in 250 cities across 50 countries. One reason for this remarkable success was undoutedly the ability of technology to break down artificial regulatory entry barriers. Most cities, for example, restrict the number of taxis allowed to operate. As a result, either prices were higher than they would have been or there were not enough cabs to meat demand. While customers

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flocked to this new services, traditional hotel and taxi companies flocked to their regulators and politicians, hoping to block these new competitors. Many regulators have been sympathetic to their claims, and some cities and countries have even baned these services,but demand for these services has been so strong that they have been able to overcome much of this hostility (with exceptions, of course, like France and Las Vegas). The analysis of Chicago data adds evidence that Uber has caused cabs to improve quality. In particular, in Chicago the data suggests that complaints about things a driver might do to affect quality , for example, the use of air conditioning, "broken" credit card machines, rudeness, and talking on cell phones—all seem to have decreased along with Uber's rise. Even with it's limitations, this analysis begins to shed empirical light on the competitive affects of the sharing economy, demonstrating that benefit may accrue not just to those who avail themselves of new options, like ride-sharing, but also to those who stick with traditional providers. Hopefully future research can move beyond these correlations and begin to quantify the effects.

Adapted from Wallsten, S (2015, June)The Competitive Effects of the Sharing Economy: How is Uber Changing Taxis? Retrieved from www.htc.gv

SECTION B: ERROR IDENTIFICATION [30 MARKS]

Question I (10 marks)
Instruction: Identify the error in the sentences below.

1. A young man (A) in an Iron Man suit walked slowly (B) down the street the children (C) stopped their game to stare at him. (D)

2. Optimal intake of calcium throughout life, (A) from early childhood and adolescence (B) Through the post-menopausal and late adult years, (C) reduces the risk of osteoporosis. (D)

3. Miranda sat quietly (A) at the corner. Fantasising (B) about the party on this weekend (C) as she was so optimistic that she will meet the man of her dreams there. (D)

4. The mythical nation of Atlantis (A) is said to have existed about 12,000 years ago, (B) is thought to have been located in the Atlantic Ocean west of the Strait of Gibraltar, and well- known (C) as a source of many present-day legends (D) of lost people.

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5. The CSI has made a breakthrough (A); the new evidence was taken to the crime lab on Monday (B), a team of biochemist analysed it (C), and was used in a criminal trial (D).

6. The governor isn't in favour of higher taxes (A) .Nor does (B) he encourage (C) the development of mass transit (D).

7. We been (A) practicing yogaerobics for almost five years now (B), and that has inspired others to try out since it has helped us (C) to be fit and healthy. (D)

8. When we were cleaning the area (A), we found a stray puppy (B) wondering around the garden (C) that was furry (D).

9. In our recent meeting (A), the department head argued (B) for the need to provide (C) more indoor recreational facilities within the company very convincingly (D).

10. Since Helen first began watching CSI (A) which aires every Monday . She (B) has been fascinated by crime and science and has decided (C) to become a CSI expert one day (D).

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Question II (20 marks)

Instructions: The following extract contains 10 errors in fragments, run-ons, faulty parallelisms and faulty modifiers. Identify these errors and correct them as shown in the example.

Example: No	Line	Error	Correction
0	1	emoji, they	emoji. They

Will Emoji Become a New Language?

The year 2015 could be called the year of the emoji, **they** have landed a teenage boy in a police cell and prompting Vladimir Putin's wrath in Russia. The loveable smiley faces are even set to come to life in their own Hollywood film. Emoji are now used in around half of every sentence on sites like Instagram, Facebook looks set to introduce them alongside the famous "like" button as a way of expression your reaction to a post. If you were to believe the headlines, this is just the tipping point: some outlets have claimed that emoji with English in global usage are an emerging language that could soon compete. To many, this would be an exciting evolution of the way we communicate; to others, it is linguistic Armageddon.

When emoji appear with text, often supplement or enhance the writing. This is similar to gestures that appear along with speech. Research has shown that our hands over the past three decades provide important information that often transcends and clarifies the message in speech. Emoji serve this function too, for instance, adding a "kissy" or "winking face" can disambiguate whether a statement is flirtatiously teasing or just plain mean. This is a key point about language use: rarely is natural language ever limited to speech alone. When we speaking, we constantly use gestures to illustrate what we mean. For this reason, linguists say that language is "multi-modal". Writing takes away that extra non-verbal information emoji allow us to re-incorporate it into our text.

Emoji are not always used as embellishments and to decorate text. Sometimes, strings of the characters can themselves convey meaning in a longer sequence on their own. However, to constitute their own language, they would need a key component: grammar. A grammatical system is a set of constraints that governs how the meaning of an utterance is packaged in a coherent way. Natural language grammars have certain traits that distinguish them. For one, they have individual units that play different roles in the sequence. Like nouns and verbs in a sentence. In addition, grammar is different from meaning, which is why an active sentence conveys roughly the same meaning as the passive, though they differ in the sequencing of their grammatical structure. Nevertheless, some may argue that despite emoji's current simplicity this may be the groundwork for emerging complexity. Although emoji do not constitute a language at the present time, they could develop into one over time. Some precedent for this exists in sign languages too. In the 1970s, deaf homesigners in Nicaragua were brought together in a school for the first time. In sharing their own individual systems with each other, a more complex system began to emerge, which grew to the richness of a full language as new cohorts entered the school. The result was a new Nicaraguan sign language.

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Could an emerging "emoji visual language" be developed in a similar way, with actual grammatical structure? To answer that question, you need to consider the intrinsic constraints on the technology itself. Emoji are created by typing into a computer like text. Unlike text, most emoji are provided as whole units, except for the limited set of emoticons which convert to emoji, like :) or ;). In this way, emoji force us to convey information in a linear unit string, which limits how complex expressions can be made. These constraints may mean that they will never be able to achieve even the most basic complexity that we can create with normal and natural drawings.

Despite this, emoji are still very useful for enhancing and enriching the text of our contemporary digital conversations and interactions, injecting a note of humour, affection or even melancholy into the most concise message. Their increasing popularity serves as a reminder that there is a lot more to our communication than words alone. However, they pale in comparison to the richness or complexity of both natural written languages and the visual languages that already exist in the drawings we have used for millennia.

Adapted from Cohn, N. (2015, October 13).*Will Emoji become a new language ?* Retrieved from http: www.bbc.com

End of paper